

## ORDER



**Orders**      **Order / Rev:** 725334  
 Alt Order #: 06398435  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 2272  
 Flight Dates: 10/27/12 - 11/06/12  
 Original Date / Rev: 10/26/12 / 10/26/12  
 Order Type: Political

**KARE**  
 Primary AE: Jim Quinn  
 Sales Office: T-PHI  
 Sales Region: NAT

**Agency**      **Name:** Greer Margolis Mitchell/ Pol  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
3050 K St NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: WEEKLY  
 Agency Commission: 15%

**Advertiser**      **Name:** Obama/D/President  
 Demographic: A35+  
 Product Codes: PL-Presidential,Political,PL-Federal  
 Priority: P-2  
 Revenue Codes: AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	1	\$2,900.00	\$2,465.00
10/29/12	11/04/12	23	\$78,900.00	\$67,065.00
11/05/12	11/11/12	15	\$61,400.00	\$52,190.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$2,900.00	\$2,465.00	0.00
November 2012	38	\$140,300.00	\$119,255.00	0.00
Totals	39	\$143,200.00	\$121,720.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/29/12	11/02/12	M-F 6-7a	CM	6-7a	MTWTF--	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MTWTF--		2			\$2,000.00		0.00				
E 2	KARE	11/05/12	11/06/12	M-F 6-7a	CM	6-7a	MT-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		1			\$2,000.00		0.00				
E 3	KARE	10/29/12	11/02/12	Today Show	CM	7-9a	MTWTF--	1:00	3	\$1,800.00	P-4	0.00	NM	3	\$5,400.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MTWTF--		3			\$1,800.00		0.00				
E 4	KARE	11/05/12	11/06/12	Today Show	CM	7-9a	MT-----	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		2			\$2,000.00		0.00				
E 5	KARE	10/29/12	11/02/12	M-F 10-11a	CM	10-11a	MTWTF--	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
				TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MTWTF--		1			\$250.00		0.00				
E 6	KARE	11/05/12	11/06/12	M-F 3-4p	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
				DR OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		1			\$1,000.00		0.00				

Order / Rev: 725334  
 Alt Order #: 06398435  
 Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 2272

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount													
E 6	KARE	11/05/12	11/06/12	M-F 3-4p DR OZ	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 11/05/12</td> <td>11/11/12</td> <td>MT-----</td> <td>2</td> <td>\$1,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 11/05/12	11/11/12	MT-----	2	\$1,000.00	0.00	2	\$2,700.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 11/05/12	11/11/12	MT-----	2	\$1,000.00	0.00																							
E 7	KARE	10/29/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	1:00	2	\$1,350.00	P-4	0.00	NM	3	\$8,100.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>MTWTF--</td> <td>2</td> <td>\$1,350.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	MTWTF--	2	\$1,350.00	0.00	2	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/29/12	11/04/12	MTWTF--	2	\$1,350.00	0.00																							
E 9	KARE	11/05/12	11/06/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	1:00	3	\$2,700.00	P-4	0.00	NM	2	\$7,200.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>MTWTF--</td> <td>3</td> <td>\$2,700.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	MTWTF--	3	\$2,700.00	0.00	1	\$3,950.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,700.00	0.00																							
E 11	KARE	10/29/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	1:00	1	\$3,950.00	P-4	0.00	NM	3	\$11,850.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>MTWTF--</td> <td>1</td> <td>\$3,950.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	MTWTF--	1	\$3,950.00	0.00	1	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/29/12	11/04/12	MTWTF--	1	\$3,950.00	0.00																							
E 13	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	1:00	3	\$3,600.00	P-4	0.00	NM	2	\$13,500.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 11/05/12</td> <td>11/11/12</td> <td>MTWTF--</td> <td>3</td> <td>\$3,600.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 11/05/12	11/11/12	MTWTF--	3	\$3,600.00	0.00	1	\$6,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 11/05/12	11/11/12	MTWTF--	3	\$3,600.00	0.00																							
E 15	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	1:00	1	\$6,000.00	P-2	0.00	NM	2	\$2,900.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 11/05/12</td> <td>11/11/12</td> <td>M-----</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 11/05/12	11/11/12	M-----	1	\$6,000.00	0.00	1	\$6,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 11/05/12	11/11/12	M-----	1	\$6,000.00	0.00																							
E 17	KARE	10/29/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	1:00	2	\$6,000.00	P-4	0.00	NM	3	\$3,900.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>MTWTF--</td> <td>2</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	MTWTF--	2	\$6,000.00	0.00	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/29/12	11/04/12	MTWTF--	2	\$6,000.00	0.00																							
E 19	KARE	11/05/12	11/05/12	M-F 10-1035p Post NFL Late News	CM	10-1035P	M-----	1:00	1	\$6,000.00	P-4	0.00	NM	2	\$2,000.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 11/05/12</td> <td>11/11/12</td> <td>M-----</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 11/05/12	11/11/12	M-----	1	\$6,000.00	0.00	1	\$6,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 11/05/12	11/11/12	M-----	1	\$6,000.00	0.00																							
E 20	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	1:00	3	\$2,000.00	P-4	0.00	NM	2	\$2,000.00													
<table> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>MTWTF--</td> <td>3</td> <td>\$2,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	MTWTF--	3	\$2,000.00	0.00	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,000.00	0.00																							

Order / Rev: 725334  
 Alt Order #: 06398435  
 Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 2272

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$2,000.00			0.00					
E 21	KARE	10/29/12	10/29/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	1:00	1	\$9,500.00	P-2	0.00	NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$9,500.00			0.00					
E 22	KARE	11/05/12	11/05/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$12,000.00			0.00					
E 23	KARE	10/29/12	10/29/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	1:00	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$9,000.00			0.00					
E 24	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	1:00	1	\$12,600.00	P-4	0.00	NM	1	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$12,600.00			0.00					

Totals 39 \$143,200.00